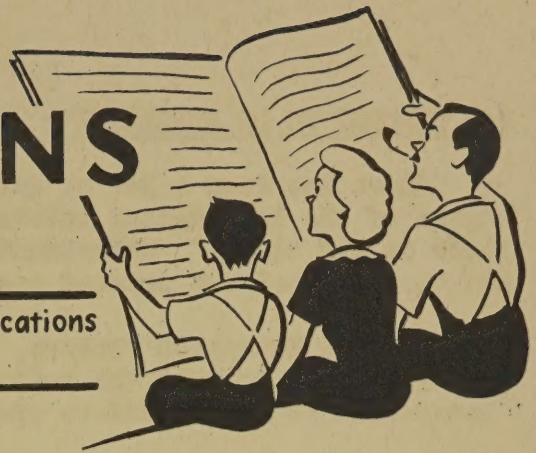


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PUBLICATIONS

News Notes

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Division of Extension Information



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FEED EMERGENCY LEAFLETS

Live publications programs that turn out good leaflets in a hurry are proving a big help in Extension's efforts to help meet the grain shortage emergency.

From where we sit, North Carolina seems to have got there fustest with the mostest, and Frank Jeter was good enough to supply sample copies of a couple of leaflets and supplements for sending to you. So we're enclosing copies of North Carolina's Ext. Circ. 310 and 304, the latter with a swine supplement and a poultry supplement. We don't have quite enough copies of these supplements to go around, though. If the beef and mutton supplements come in time, we'll send them along.

Frank tells us that these publications were prepared as a result of action by Director Schaub's nine-man committee, including Extension specialists, and the editorial office. Warren Sullivan rushed through about one of these leaflets a week.

"We ran 65,000 copies of Extension Circular 304," Frank tells us. "this manuscript was placed with the print shop on August 19 and the job delivered on August 25 with many copies available for the thousands of farmers here for Farm and Home Week. The supply is now exhausted. The poultry supplement was run in an edition of 35,000 and was quickly exhausted. The beef, mutton, and pork supplements were printed in quantities of 15,000 each and the supply has now been exhausted....."

"Circular 310 was printed first, and we had to guess at the number it would take because we had several circulars under preparation at the time. However, we did print 25,000 within 24 hours on August 16 and 17. This circular also is a very essential part of our campaign. Later we had to run an additional 25,000 for further distribution."

These North Carolina leaflets were prepared to attract the farmer's attention, appeal to his needs, and give him something he can practically read on the run. We'd say the authors knew what they wanted to say and went right ahead to say it without lost motion. The editorial office has used display, big type, and plenty of color to get the story over.

United States Department of Agriculture • Extension Service • Washington 25, D. C.

4-H REPRINT TO BE AVAILABLE

There has been a lot of interest among State 4-H Club leaders in obtaining copies of the New England interstate Extension publication, "Keeping High School Youth in 4-H Clubs." Unfortunately, the Massachusetts Extension Service which had the original run printed has been unable to arrange for additional copies.

To help Extension workers, the National Committee on Boys and Girls Club Work is trying to have the bulletin reprinted and will sell copies at cost to interested States if orders are received now.

For your information we are enclosing a copy of the Massachusetts edition. The bulletin reports in breezy, graphic style the results of a New England survey on 4-H Club work. The survey explored the reasons why too many 12-to-14-year-olds drop out of club work.

The report is presented with a positive slant, showing the factors that help to keep boys and girls interested in 4-H Club work as they enter high school. It has been used a great deal by New England State 4-H leaders and agents at local leader-training meetings to help the leaders do a better job of working with these youngsters.

This report won a ribbon at the recent AAACE meeting in Minneapolis. We're rather proud to report that it was designed and prepared by Ed Aiton, Eastern 4-H field agent for the Federal office, in collaboration with our Art Unit.

Probably you'll want to show the enclosed copy to your State club leader. If you're interested in getting in on the reprint deal, write to Kenneth Anderson, National Committee on Boys and Girls Club Work, 59 East Van Buren Street, Chicago 5. Some States have previously indicated that they are interested in getting copies. However, definite orders will need to be placed with the National Committee now.

STORYBOOK FOR CHILDREN AND ADULTS

"Hubert Hookworm and Tommy." If you'd like to read a good yarn for youngsters--and adults, too--look at the enclosed booklet with this title. Dr. Paul Irvine, director, Research Interpretation Council, Alabama Polytechnic Institute, supplied us with copies for you.

The story is interesting, well illustrated, and in fifth-grade language. The booklet is a cooperative project of the council and the Alabama departments of health and education. It will be used in 20 Alabama counties where 20 to 60 percent of the children have hookworm. It is intended to reinforce the health department's cure and sanitation programs in those counties.

The booklet is designed for both school children and their parents. It will be used in schools and then delivered to parents by their children. Checks have been set up to measure the effectiveness of this means of reaching rural people.

Dr. Irvine tells us, "We are using its distribution to answer two questions: (a) How well does the same publication interest and serve both school children and adults? (b) How effective is distribution through the hands of school children to their parents?"

"Our communications survey seemed to indicate that, in general, the adult group we had to reach were also the very group which agricultural agencies find it most difficult to reach. It was apparent also that this group, largely tenant farmers, had a large proportion of children in the rural schools. Thus we may be able to demonstrate a means of reaching low-reading rural adults by distribution through the schools.

"The health department will also provide us some evidence of the effectiveness of this bulletin: (a) In the degree of cooperation in the test and cure program, and (b) in the number of sanitary toilets built....."

PUERTO RICO ON THE BEAM

Jose A. Gonzalez-Saldana, Puerto Rico Extension editor, writes us that a great many of their publications are out of print. "This is due to the fact that we are breaking up bulletins and Extension circulars into simple leaflets," Jose explains. "The director has forbidden the printing of bulletins from now on."

SIMPLE VERSION WITH PERSONAL TOUCH

Jack Schinagl, Wyoming Extension editor, recently sent us a good example of a simplified version of a technical research bulletin. The simplified version was prepared in the form of a several-page circular letter. Provision was made for each county agent to sign copies of the letter and distribute it to farmers on his mailing list.

FOLLOW UP ON ANNUAL REPORT

The Douglas Aircraft Co. this year issued a popular-type, illustrated annual report for its stockholders. Then it followed up by publishing a condensed version in the company's house magazine for employees. The house magazine version relies heavily on pictorial charts to get information on earnings, sales, deliveries, expenses, etc., over to employees.

A. M. Rochlen, director of the company's industrial and public relations division, explains that "To provide the fullest information on fiscal matters, company products, activities, accomplishments, and prospects has always been considered a fundamental obligation of this company to its employees, stockholders, and the public. May we add that the returns in good will, in friendly understanding, and in sound labor relations have more than justified the effort and expense involved."

